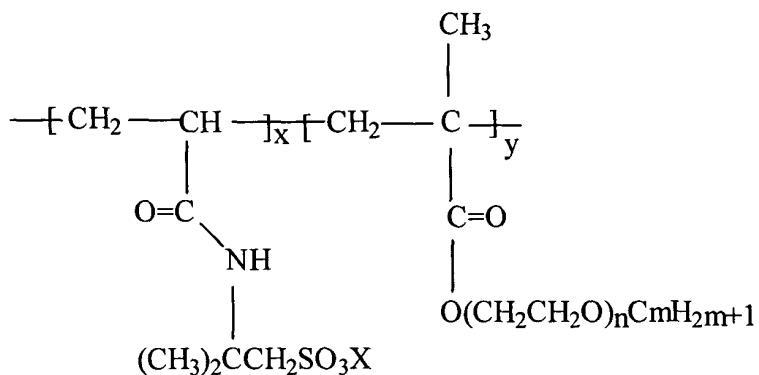


WHAT IS CLAIMED IS:

1. A method of coloring hair comprising:
 - (a) applying to the hair a composition comprising:
 - (i) a colorant formula including from about 0.01 to about 10% by weight of the composition of an oxidation dye precursor in a cosmetically acceptable carrier; and
 - (ii) a developer formula including from about 0.01 to about 10% by weight of the composition of an alkoxylated taurate copolymer and from about 0.1 to about 10% by weight of the composition of hydrogen peroxide in a cosmetically acceptable carrier;
5 wherein the colorant and the developer formulas are applied to the hair separately or together in a relative weight ratio of 10:1 to 1:10;
10 and
 - (b) removing the hair coloring composition from the hair.
- 15 2. The method according to claim 1 wherein the alkoxylated taurate copolymer is a hydrophobically modified copolymer of acrylamidopropane sulphonic acid or salt and methacrylate esters of ethoxylated or propoxylated fatty alcohols.

3. The method according to claim 2 wherein the alkoxylated taurate copolymer has the structure I.

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I

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wherein X is selected from the group consisting of hydrogen, alkali metal, alkaline earth metal, ammonium, $\text{C}_1\text{-C}_{20}$ alkyl ammonium and combinations thereof; x and y may each range from 5 to 200; m may range from 12 to 24; and n may range from 5 to 50.

4. The method according to claim 1 wherein the alkoxylated taurate copolymer is a salt of acryloyldimethyltaurates/beheneth-25 methacrylate copolymer.

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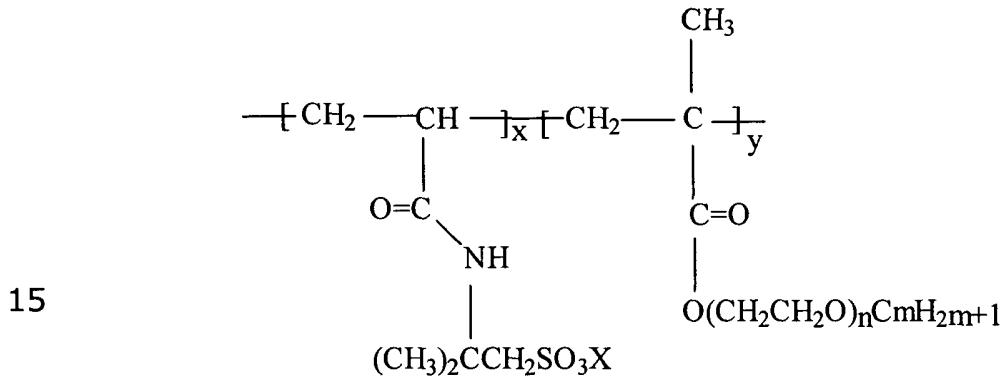
5. The method according to claim 4 wherein the amount of alkoxylated taurate copolymer ranges from about 0.2 to about 2% by weight of the composition.

6. A composition for dyeing hair comprising:

- (i) from about 0.01 to about 10% by weight of the composition of an alkoxyLATED taurate copolymer;
- (ii) from about 0.1 to about 10% by weight of the composition of hydrogen peroxide; and
- (iii) a cosmetically acceptable carrier.

7. The composition according to claim 6 wherein the alkoxyLATED taurate copolymer is a hydrophobically modified copolymer of acrylamidopropane sulphonic acid or salt and methacrylate esters of ethoxylated or propoxylated fatty alcohols.

10 8. The composition according to claim 7 wherein the alkoxyLATED taurate has the structure I.



20 wherein X is selected from the group consisting of hydrogen, alkali metal, alkaline earth metal, ammonium, $\text{C}_1\text{-C}_{20}$ alkyl ammonium and combinations thereof; x and y may each range from 5 to 200; m may range from 12 to 24; and n may range from 5 to 50.

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9. The composition according to claim 6 wherein the alkoxylated taurate copolymer is a salt of acryloyldimethyltaurates/beheneth-25 methacrylate copolymer.